

C O N F I D E N T I A L

TO: Dr. H. Wakeham

DATE: November 17, 1969

FROM: Myron Johnston

SUBJECT: Weighted Average Tar and Nicotine Deliveries - Third Quarter, 1969

The weighted average tar delivery* of all filter cigarettes declined by 0.35 mg in the third quarter of 1969, resulting in a total decline since the first quarter of 1969 of nearly 0.9 mg. The decline in the third quarter represents a continuation of the general downward drift in delivery levels of most of the major filter brands. Changes in delivery levels of non-filter brands were negligible, with the result that the weighted average tar delivery of all cigarettes declined by slightly less than 0.3 mg.

The weighted average nicotine delivery of filter cigarettes also continued to decline in the third quarter. Changes in non-filter brands were negligible, resulting in a decline of 0.01 mg in the weighted average nicotine delivery of all cigarettes.

The attached table shows weighted average tar and nicotine deliveries for all cigarettes and all filter cigarettes, together with comparable data for Marlboro.

/jlh
Attachment

cc: J. Cullman H. Merritt
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*The average derived by weighting the deliveries of each brand, as shown in the C.I. Report, by the estimated sales of that brand, for the appropriate quarter, from the Maxwell report.

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